



Data and Privacy File Guides

App install and push notification activity: Push Notifications

February 2025

File name Push Notifications.csv

File description This file contains user experience impression and click data associated with user push notifications for various services across iOS, macOS, iPadOS, and tvOS.

Why Apple keeps this information Apple retains this information in order to understand user behaviour and preferences, measure feature performance and improve software design, and determine the user's eligibility for certain free and paid content across different Apple services.

Field Name	Details
Action Context	Context surrounding the user action
Action Type	The action's intended effect
Action URL	The internet address associated with the link on which the user took action
App Name	The Apple application in which the user took action
App Version	Version of the application
Apple Account Number	Apple account identifying number
Artwork URL	The internet address associated with the artwork used in the notification
Authorization Status	Whether the main notification toggle has been enabled or disabled in Settings
Badge Setting	Notification setting for badges
Base Version	The base version of the App in which the user action was taken
Click Target	Identifier for the item for which the user searched
Click Target Type	The type of item clicked by the user (e.g., button, card)
Client Correlation Key	A means through which Apple can associate a user's purchases with their click actions
Consented TV Provider	The content provider for which the user provided Video Privacy Protection Act consent to share data with the TV App

Field Name	Details
Cookies	Cookies used to log app page views associated with a marketing campaign
Details	Additional information about the user's action
Dialog Options	List of non-localized controls (e.g., buttons) from which the user can choose
Dialog Subject ID	Identifier of the dialog's subject
Dialog Title	Non-localized dialog title
Display Criteria	The device state, used to determine whether to show a notification
Eligible TV Provider	Content provider apps installed on the user's device but for which the user has not provided Video Privacy Protection Act consent to share data with the TV App
Event Date	Date and time on which the activity occurred
Event ID	Identifier generated for each event
Event Post Date Time	Date and time on which the event posted to Apple's servers
Event Receipt Time	The time (UTC) in milliseconds at which the batch of events is received by the Apple's server
Event Time	The time when click activity occurred within the App
Event Type	The user action taken on an app (e.g., click, search, enter, exit, etc.)
Explicit Flag	Whether the notification content is explicit
Has Previously Consented	Whether the user has provided Video Privacy Protection Act consent for at least one content provider app to share data with the TV App
Installed TV Provider Apps	The third party brands available though the TV App that are installed on the user's device
Interruption Level	The setting for the level of interruption setup by the user within the application
IP City	The city from which the action was taken, as determined by the user's IP address
IP Continent	The continent from which the action occurred, as determined by the user's IP address
IP Country Code	The country from which the event occurred, as determined from the user's IP address

Field Name	Details
IP Network	The network associated with the user's IP address
IP Network type	Type of network connection
IP Region Code	The region from which the event occurred, as determined from the user's IP address
Lock Screen Setting	Whether the notification can display on the lock screen
Media TV Provider	Brand ID for Media click Events
Message Code	The numeric or unlocalized string value that maps to the message
Min Display Schedule	The minimum time of the schedule threshold for the notification to display
Notification Center Setting	Whether notifications should only appear in the notification center
Notification Schedule	Whether notifications should be delivered on a schedule
Notification Sound	The sound settings associated with the display of notifications
Notification Sub Type	Additional information on the type of notification sent to user
Notification Type	Type of notification sent to the user
Notifications Enabled	Whether notifications are enabled or disabled
Operating System Version	Version of the operating system used to complete the action
OS Language	Language of the operating system
Page Type	The type of page on which the user action was completed
Personalized Notification ID	An identifier for the notification sent to the user
Platform Name	Name of the device platform from which the action was taken
Recommendation ID	The identifier for the recommendations algorithm used
Screen Height Pixel	Device screen height, in pixels
Screen Pixel Ratio	Pixel multiplier factor (e.g. 1, 2)

Field Name	Details
Screen Width Pixel	Device screen width, in pixels
Store Front Header	The value indicating which regionalized store was shown to the user
Store Front ID	The identifier for the Store Front Header
Subscribed TV Provider	The TV App brands to which the user has subscribed on their device
Tab	The page or tab within the application in which the user's action occurred
Timezone Offset Min	The difference between GMT (UTC) and the user's local time when an event originated, in minutes
User Agent	Information about the user's device, including the operating system and browser, from which an action was completed
User Subscription Status	The user's subscription status, when applicable
Window Inner Height Pixel	App viewport height, in pixels
Window Inner Width Pixel	App viewport width, in pixels
Window Outer Height Pixel	Height of containing window (encompassing app viewport as well as window chrome, status bars, etc.), in pixels
Window Outer Width Pixel	Width of containing window (encompassing app viewport as well as window chrome, status bars, etc.), in pixels